Paradise Valley is strategically located on the most significant coast-to-coast Interstate Highway in the southern United States.

GLC Office
39820 Portola Ave, Suite 2
Palm Desert, CA 92260
Tel: 760-776-1681
Fax: 760-776-1633
The Paradise Valley project team has embarked on an extraordinary opportunity- based on the principles of social, economic and environmental sustainability, the design and development of a smart growth “new town” community surrounded by thousands of acres of open space in the Coachella Valley. Located just 20 minutes east of Palm Desert on Interstate 10, Paradise Valley is the “right project in the right place”. The project fulfills Riverside County’s General Plan vision and policies for a sustainable new town development in the eastern county.

Active Lifestyle
An “active lifestyle” involves the creation of a diverse and vibrant mixed-use community that is more compact and less dependent on the automobile than typical suburban communities. Paradise Valley will provide many miles of linear parks and trails linking each of the residential villages with the town center. In addition residents will have easy access to schools, parks, community facilities and shopping. These relationships between neighborhoods will promote interaction between residents and emphasize the outdoor experience.

Housing
To create a community network and a healthy social environment, Paradise Valley will provide a diversity of housing options together with the desired ranges of affordability. The community’s residential neighborhoods will include a variety of detached single family homes, attached town homes, flats, and apartments, to accommodate Paradise Valley’s broad spectrum of residents from young families to active adults and retirees. Higher-density units will be available in both residential and mixed-use settings, along with housing for seniors. Approximately 8,500 units, all compatible with the community’s desert setting, are planned for Paradise Valley.

Retail / Commercial
Consistent with the sustainability principles of creating compact, walkable communities, Paradise Valley will provide easy access to a balanced mix of retail, office and light industrial jobs and services.

Parks and Recreation
With over one hundred acres of recreational open space, Paradise Valley will provide a variety of parks throughout the project which will be conveniently accessible for all residents. Accessibility to this network of parks will be complemented by an interpretive linear park which will connect many of the villages with the community park and town center.
Basic Services
The town center will include a full array of public amenities as well as offer a multi-purpose community center with meeting rooms, gymnasium and library. This vibrant hub will also conveniently connect to the community park that provides tennis courts, basketball courts, baseball-soccer fields and day-use picnic/barbecue areas.

Medical Facilities
Medical clinics will be established in Paradise Valley. As such, area residents will have access to on-site specialists without having to travel long distances for their medical needs.

Schools
In coordination with the Coachella Valley Unified School District, Paradise Valley will provide elementary, middle and high school facilities commensurate with educational demand.
A Community Services District (CSD) will be formed to facilitate and provide for critical services. The CSD, which will employ a professional staff and be administered by a local elected board of directors, will help to fund fire and police protection, solid waste collection, and maintenance of streetscapes and street lighting.
As a responsible steward of the environment, the mission of Paradise Valley is to “tread lightly on the land”, through the dedication of thousands of acres of its privately-owned property for designation as perpetual open space.
Habitat Preservation

Paradise Valley has committed to compliance with the Multiple Species Habitat Conservation Plan (MSHCP). Specifically, within the Desert Tortoise Linkage Conservation Area (DTLCA), Paradise Valley will dedicate thousands of acres of its privately-owned property as open space. This natural open space will maintain a functional habitat linkage through Shavers Valley and will be preserved as natural habitat in perpetuity.
Named for the Joshua tree forests that are native to the park, the Joshua Tree National Park directly borders Paradise Valley to the north and covers a total land area of 1,234 square miles - an area slightly smaller than the state of Rhode Island. To the south and east, Paradise Valley is flanked by the serene beauty of the Mecca Wilderness and the surprising geological formations of Painted Canyon.

Paradise Valley is committed to protecting the extraordinary natural resources of these public spaces and, at our welcome center, will offer information and education to visitors about access and responsible use of these unique recreational opportunities.
According to studies from the United States to Belgium, a major factor contributing to the worldwide obesity epidemic is a lack of natural exercise i.e., walking.” - Newsweek

Paradise Valley fully recognizes the importance of a healthy community. Accordingly, the public space in this vibrant new Town will be created with the goal of encouraging a high degree of physical activity through enticing, walkable streets, paseos, and trails that interconnect the parks, recreational facilities, and town center. This comprehensive pedestrian mobility plan will be designed in a way that promotes both physical vitality and the mental well-being derived from a consequent high level of social connectedness.
Conventional transportation planning has often overlooked the potential health and environmental benefits created by encouraging alternative modes of community transit that are intended to reduce the use of automobiles. In Paradise Valley, such beneficial modes of “eco-transportation”, that complement our highly connective walkable neighborhood design, will include a comprehensive network of bicycle and NEV (Neighborhood Electric Vehicle) paths. To further support and promote the use of electric vehicles, solar NEV charging stations will be liberally offered throughout the public areas of Paradise Valley.
With the support of the Coachella Valley Water District, a firm water supply has been secured for Paradise Valley. To complement the new water supply, the project’s water demands will be effectively maintained through the use of water reclamation, California Desert native plantings and state-of-the-art water conservation strategies, such as drip irrigation and xeriscape to reduce water demand.
Paradise Valley will be night sky sensitive.

“Once a source of wonder—and one half of the entire planet’s natural environment—the star-filled nights of just a few years ago are vanishing in a yellow haze. Human-produced light pollution not only mars our view of the stars; poor lighting threatens astronomy, disrupts ecosystems, affects human circadian rhythms, and wastes energy to the tune of $2.2 billion per year in the U.S. alone.” - www.darksky.org
Passive and Active design

Architectural design guidelines will establish principles and techniques related to passive and active solar design for construction in Paradise Valley. Passive solar-planned buildings derive efficiencies from their orientation, shape and form in direct relationship to the sun.

Active building solar installations will capture the sun’s energy potential inherent in the Coachella Valley desert climate, providing clean renewable energy and fulfill a portion of the projects energy demands. Paradise Valley will also incorporate energy efficient designs through proper insulation of buildings and designs which promote natural light and ventilation.
With the goal of achieving a sustainable, resort-like community for Paradise Valley, the architectural guidelines will provide a framework for the balance between nature and the built forms. More specifically, the Design Guidelines will provide specific design criteria that is compatible with the unique qualities of the desert environment, allowing each element to establish its own identity while becoming part of the integrated desert community.

The desert resort theme is intended to create an environment set within the distinctive Sonoran Desert landscape that responds to the increasing demand for master planned communities oriented to an active lifestyle. These architectural guidelines will ensure that development within Paradise Valley will complement the area’s desert character and scenic beauty while preserving the natural habitat functions and processes. The scale and style of development will be in balance with the natural environment while displaying a high level of quality and attention to detail.